



# L\_A S M I E T A

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**Metaverse's First Decentralized P2E Casino Gaming Platform  
Based on Augmented Reality (AR) and Blockchain**

# Overview

**NFT** is a new type of digital asset that has recently become a **hot topic in the blockchain community**.

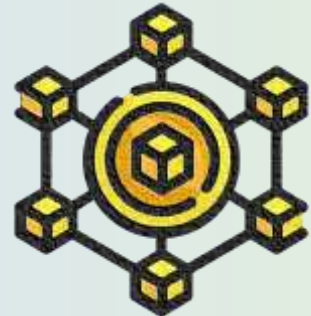
NFT is a non-fungible token that is a unit of data stored on a blockchain, that certifies a digital asset to be unique and therefore cannot be duplicated.

And while the concept of true digital ownership is still new, there is certainly a valid argument of potentially increasing the value of an authentic, non-replicable digital artwork with completely transparent ownership. But what if you could **do something profitable** and fun **with NFT** besides just owning it?

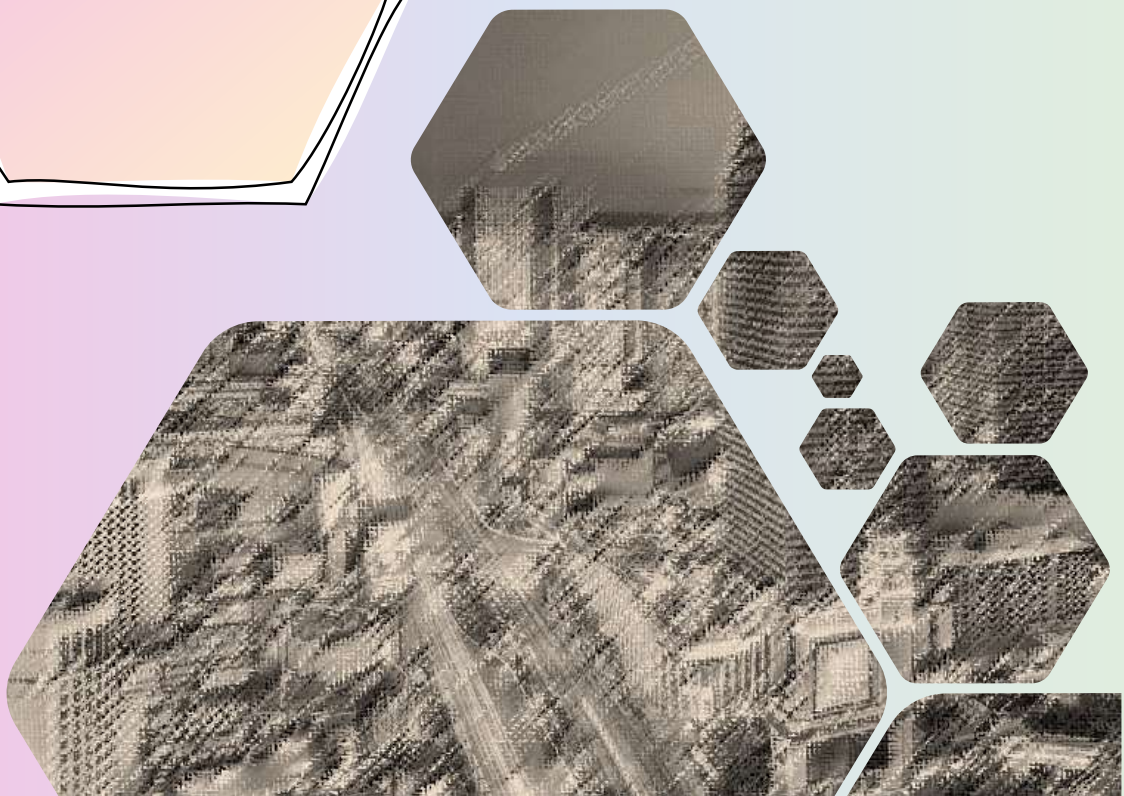
**This is where *LasMeta* will monopolize the market.**

**LasMeta** is the first decentralized blockchain-based NFT casino gaming platform that joins millions of poker and blackjack enthusiasts in a community where you can buy NFT poker cards, blackjack cards and host tournament in your owned casinos for actual profit.

**LasMeta** is a combination of 2 significantly growing multi-billion-dollar markets: video and casino games, all merged by blockchain and NFT technologies.



# INTRODUCTION



# Problems Targeted

## **Huge demand for games with play-to-earn features**

Video gaming is a booming billion-dollar industry that is expected to rise enormously in the following decade. The boundaries between gaming as leisure and profit-making activity have already become blurred.

However, in the current market, there are not many video games that give players a chance to earn decent money. We believe there is a huge opportunity in the market for video games with play-to-earn features.

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## **Superslow digitalization of the blockchain casino platform market**

Previous attempts to get casino games digitized were well received by the audience.

But these approaches still don't keep up with other games and there are many discussions that the casino games industry needs to step further into the digital world. There is a huge demand for the digitalization of the casino games market.

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## **Slow and expensive transactions**

Fiat-based video games have very slow transactions. It is not uncommon for players to have to wait for a significant amount of time for a deposit to go through their bank and then go through a long verification process to be able to gamble on the platform. Waiting for several days for their purchased assets to appear in the game is not uncommon.

Also, if a player chooses to use a platform that is based in another country, the transactions are very expensive due to currency exchange.



# Solutions

## **LasMeta Token fulfills the huge demand in 2 separate multi-billion-dollar markets**

With the lack of games with play-to-earn features, slow digitalization, and lack of transparency of the casino gaming market - there is a huge niche for LASM. Online casino platforms with modern graphics, wide gameplay possibilities, and most importantly, blockchain is what the market craves.

**LasMeta** is the first decentralized blockchain-based casino game platform that joins millions of poker and blackjack enthusiasts in a community where you can buy NFT poker cards, blackjack cards and host tournament in your owned casinos for actual profit.

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## **Brings profit to the players**

The current gaming industry is far from being player-friendly. Everything is focused on spending and losing rather than earning.

One of LASM's core user experience philosophies is to provide players with diverse ways to easily and instantly earn profit. There are many activities in the game that allows users to earn.

Users can earn actual profit by participating in many in-game activities: watch-to-win, poker tournaments and trading NFT poker cards, NFT blackjack cards and participating in platform, hosting tournaments in their own casinos, selling their analysis and predictions, participating in referral, reward, and bug report programs.



## Solutions

### **NFT takes ownership and uniqueness to the ultimate level**

NFT technology in **LasMeta** Token brings something that the industry has never seen before - unique assets that you can purchase, create and use in a game and make a profit from it.

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### **100% fair and transparent**

Decentralized solutions guarantee transparent, fair, private, and safe gaming to all participants of the platform.

Blockchain possesses an enticing solution to many of the problems and inconveniences that the online gaming industry currently faces. The main features that blockchain implementation brings to online gaming: transparent and provable outcomes, verified users, cheaper transactions, and near-instant fund transfers.

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### **Personalized gaming experience**

LasMeta offers a brand-new approach to online entertainment - **a personalized gaming experience.**

We focus on making every gaming experience unique by offering many ways of participation and 100% unique NFT assets to each player.

# Summary

Problems	Solutions
Lack of transparency, safety, and privacy	Decentralized solutions guarantee transparency, fairness, privacy and safety
Slow and expensive transactions	Cheap transactions, and near-instant fund transfers
Lack of ownership and uniqueness in video gaming, and casino markets	NFT takes ownership and uniqueness to the ultimate level
Dull and predictable gameplay	New Algorithm and AR/VR technology bring the never-before-seen gaming experience
Gaming focused on player losses	LASM is focused on growing and earning with the player base by providing a multitude of ways for players to earn actual profit



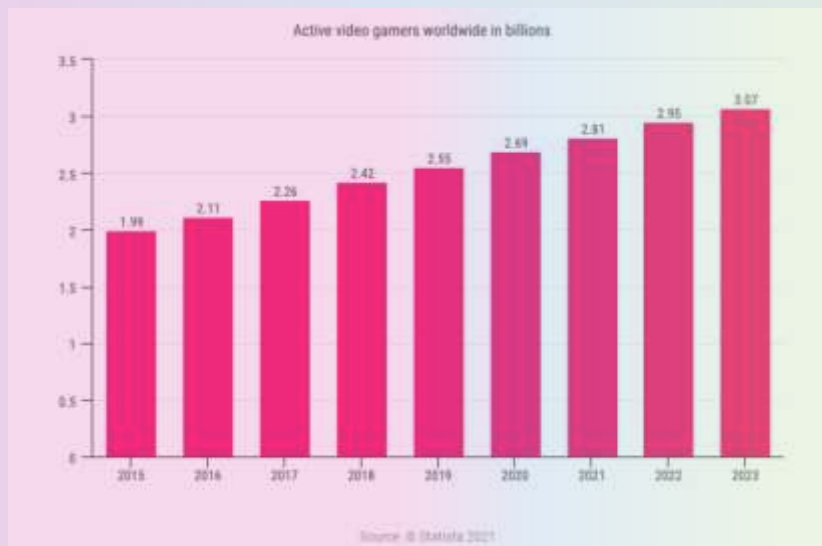
# MARKET OVERVIEW



# Video Gaming Market

Out of the 8 billion worldwide population, 3.1 billion people play video games. That is about 40% of the world population. A billion more than just five years ago.

Number of active video gamers worldwide from 2015 to 2023 (in billions)



Asia has the highest level of gamers at 1.42 billion paying game consumers. Europe is second with 668 million paying game consumers, then Latin America with 383 million consumers, and then finally North America with 261 million.

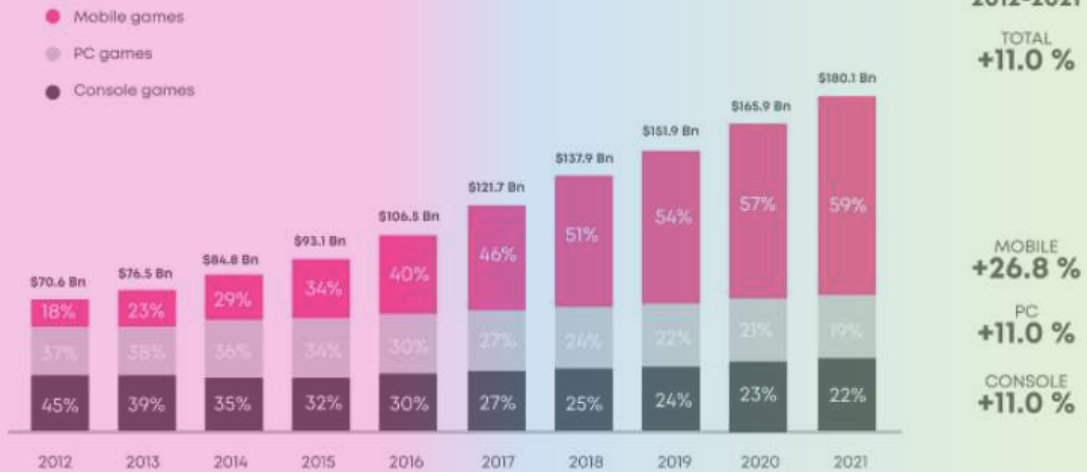
## Blockchain Impact

The integration of blockchain technology in traditional gaming has enabled players to trade in-game virtual assets through contracts or other competing players. Also, blockchain platforms use powerful data encryption technologies such as private keys and public keys to ensure secure crypto token transactions.

This enables game service providers or game developers to monetize their gaming services properly. Such benefits are encouraging gaming companies to integrate blockchain technology into their products.

## 2012-2021 GLOBAL GAMES MARKET

REVENUES PER SEGMENT 2012-2021 WITH COMPOUND ANNUAL GROWTH RATES



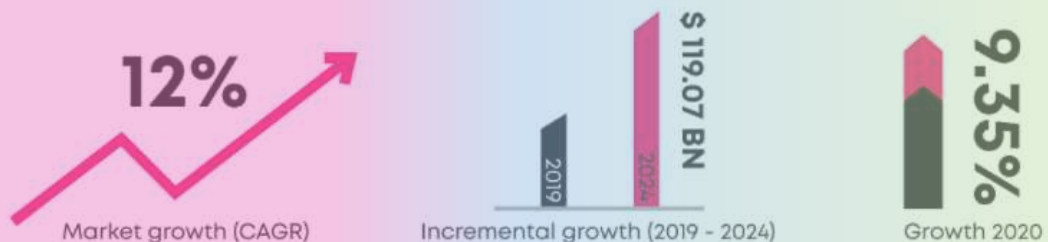
Source: © Global Games Report 2021

The number of active gamers has risen rapidly over the past decade or so, with the introduction of esports, game streaming via Twitch, mobile gaming to name a few. Gaming continues to grow each year and has even overtaken the music and film industry, making more money than both combined.

The global gaming market reached a value of \$ 180 Billion in 2020. The gaming market is poised to grow by \$119.07 billion during 2020-2024, progressing at a CAGR of 12% during the forecast period.

## Video gaming

Market value \$ 180 BN



Source: © Technavio Research, Business Wire 2020

# Online Casino Games & Gambling Market

With millions of players worldwide, the casino games industry has been popular for centuries. Now a multi-billion dollar market, this activity shows no signs of slowing down.

Poker and blackjack games are the most played in the USA and the second most popular activity in the UK after only football. Farther afield, casino games are very popular all over the world. The size of the global casino and gambling market was set at \$265 billion in 2019 and is expected to grow significantly over the next decade.



## Conclusion

The video game industry is booming and is expected to grow exponentially over the next decade. The lines between gaming as a leisure activity and making a profit are already blurred. Therefore, it creates a niche for video games with play-to-win features.

Casino games are expected to lead the market, surpassing football, which has held its position as the most popular sport for decades. Also, there is a huge opportunity for digitization of the stagnant gaming market.

Cryptocurrency offers an attractive solution to many of the problems and inconveniences the online gaming industry is currently facing. Transparent and provable results, verified users, cheaper transactions and almost instant money transfers are the features that the cryptocurrency app brings to online games.

Also, using the newest type of digital asset, which is the hottest topic in the world, will arouse great interest in the blockchain community. While NFT is still new, there is a huge demand and interest to do something profitable with it.

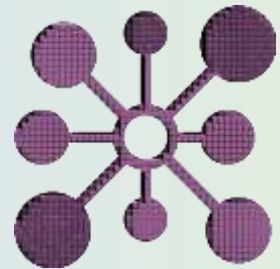
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# LASMETA PLATFORM

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## Features

LasMeta is the first decentralized blockchain-based casino gaming platform that joins millions of poker and blackjack enthusiasts in a community where you can buy and trade NFT poker cards, NFT blackjack cards and host tournaments in your own casinos for actual profit.



LasMeta's gameplay was created to be simple. Players can join as they wish. The player can play as:

Player (playing real-time games at the table)  
Casino owner (hosting tournaments and games)  
By holding NFT items (earning passive income from all casino activities) - Passive incomes calculated by algorithms are sent to NFT holders to their submitted wallet address



In each role, players receive both active and passive income.

Participation rounds will affect the profit earned. All players get significant benefits with the event that provides greater rewards.  
Never zero, never lose!

How does it work?

LasMeta is a platform that real-life gambling game and gives players the ultimate casino experience. It contains not only the playing itself but also other parts of the industry. LASM holders can own and NFT items trade as well as compete in games. Casinos host tournaments and compete against each other to attract participants.





# NFT Poker Cards & Blackjack Cards

LasMeta NFT poker cards and blackjack cards have different traits that determine their rarity, ultimately value. They are 100% one of a kind. An NFT item is a valuable asset that allows you to participate in games and trade and win.

Each NFT element has a number of visible and hidden properties:

Visible: Card Level, Card Number, Border, Front Side Background, Back Side Background

Secret: Coin symbol (eg Bitcoin, Ethereum etc.) , Back Side Symbol, Bonus Symbol

**Coin symbols are key factors in most values.**

We use NFT technology to create and differentiate every NFT element in the game. Items are stored as NFT tokens. NFT items can be purchased from NFT marketplaces (in-game or third-party). The data for each NFT element is publicly visible. Users can inspect the item's appearance. NFT items will have a level system. The level will depend on the value of other specific attributes and symbols. The higher the level, the higher the price.

Income of players and casino owners varies depending on the NFT cards they hold. NFT items have multiplier values according to their type.

BRONZE	1,2
SILVER	1,4
GOLD	1,6
PLATINIUM	2
BLACK	2,5

Users who own **GOLD, PLATINIUM** and **BLACK NFT** items have the right to participate in VIP tournaments directly.

# NFT Marketplace

NFT items can be sold on the in-game marketplace or any other NFT marketplace. The owner has full control over the NFT items and LASM stored in a designated wallet.

NFT items (pre-purchased) can be sold for a fixed price or by auction.

If the user decides to buy NFT products from the market at a fixed price, LASM is deleted from their wallet. Purchased NFT items are recorded in the user's wallet where they purchase an NFT item from another user at a fixed price. NFT item ownership is reassigned to the respective buyer's wallet. LASM is reassigned to the user who sold the items.

All in-game assets are represented in the chosen currency - fiat or crypto. However, all transactions are only made at LASM, which guarantees a stable token volume and circulating supply.



# Games & Tournaments

Players line up to enter the games. A certain number of players participate in each game. Each player can participate in a game or tournament for a certain reputation point. The casino selects its participants according to preset parameters. The winning player collects % of all contributor reputation plus an additional **LasMeta Gem (LASGEM)**. In games played at the tables, a certain percentage of LASM is deducted as the dealer fee. It is 0.001% per hand and 0.01% per tournament. **LasMeta Gems** are paid with a portion of taxes from LasMeta Token transactions.

Even if any player loses in the games, they don't really lose money. Players only have reputation points to join the tables. Reputation points can be purchased.

Winning players gain Gems and reputation, while losing players lose reputation. Players who have lost their reputation may wait in line longer to join the games. Players who increase their reputation can play games at VIP tables and have the chance to take part in ultra-luxury tables where they can earn more income.

The more GEM a player accumulates, the higher his reputation and rank will be. GEMs can be converted to LASM and traded on in-game platforms. LASGEMs are not traded on the stock exchange.

The player chooses the games to participate in from the upcoming tournaments or points tables. Players can filter upcoming tournaments by date, participation fee, number of players, hosting casino and winning pool.

The player pays a participation fee. After the tournaments, the winner is announced and LASM is allocated to the winners' account. In normal games, the gains and losses are reflected instantly.

A player cannot play for more than 2 hours in a row. There is a rest period of 2 hours. The player is automatically disabled.

## Casinos & Consensus

All games are played in casinos and ownership is determined on LasMeta. A casino can have between 100 and 1000 owners. In this case, the casinos are a partnership, not a single person. Shares are purchased from the casinos and accordingly the income distribution of the casinos is determined automatically according to the partnership denominator. Owning guarantees you the right to manage casino games. This is why casino managers are called bookmakers. Punters choose how and when to host the games at their casino. Games can be made public, meet certain requirements (for example, have a certain win history), or by invitation (for certain users). The bookie controls the entrance fee to the games and the winning prize fund. All casinos have the same parameters, that is, owners can advertise their casinos to other players. It can be done in-game or out-of-game (eg Telegram). LasMeta Platform always checks the number of both created and active casinos. There will be a level system for casinos. Levels are based on the game held, general activity, etc. will depend. If the casino is inactive, it may lose a level. Casino profits are paid to users based on their ownership share (Token).

Casino partners/owners can put their casinos up for sale by forming consensus among themselves. If a majority of 51% is achieved, the casino can be put up for sale. The lower limit to be offered for sale for the casino is again determined by the partners. Casino sales are made in accordance with the auction procedure. Auction participants apply to the auction list. If a minimum of 100 people and a maximum of 1000 people are reached before the auction start time, participation is terminated. Again, with the same consensus method, the proposals of the participants are gathered to evaluate and presented to the information of the casino partners.

After the total bids have been submitted, a re-vote is done by the casino partners. If the 51% majority approves the offer, the sale takes place. Otherwise, the auction will be cancelled. In case of a sale, the partners receive their income according to their share denominators.

Casino sales transactions are made only with LASM.

# Full Automatization

After the games and tournaments, the player and the owners of a casino automatically get a payout of their winnings. The payout system is fully auto-calculated, therefore there is no place for manipulation or fraud. It is based on preset algorithms, guaranteeing there is no room for miscalculations.

The owners of casinos can play without actually being online. There is no need to administrate the games, they can be run completely automatically. The casino owners can register for future games and tournaments, which can also happen with them being offline.

# TECHNICAL SUMMARY



# NFT Tokens

A non-fungible token is a unit of data stored on a blockchain, that certifies a digital asset to be unique and therefore not interchangeable. It means that NFTs are unique. They cannot be duplicated or replaced - only one token can exist.

NFTs can be used to represent items such as photos, videos, audio, and other types of digital files. NFTs are frequently used to sell a wide range of virtual collectibles, including NBA virtual trading cards, music, digital images, video clips, and even virtual real estate in a virtual world.

In this case, NFT technology allows us to create and store unique items as NFT tokens. Each casino chip, poker card and blackjack card is different and has its own unique characteristics. Later on, NFT items will be able to be sold, gifted, or exchanged to other BSC wallet users directly through our platform, or third-party NFT marketplace.

## Extra Security Layer

LasMeta is built by integrating already existing solutions and practices that have been proven over time.

The encrypted seed phrase, along with other sensitive data like addresses, keys, and account data, is securely saved in the user's local storage. No online app, website or provider can access any of that secured data - the user retains total control over their wallet.

To store and manage accounts, MetaMask's keyring library is used. We leverage audited and proven open-source solutions to minimize the possibility of error. The user has to verify all devices that have the access to the account. Unverified devices cannot log in to the account.

## Third-Party Betting and Streaming Solutions

LasMeta's ecosystem will be enriched with a 3rd party betting solution. We will create an API for tournament streaming platforms, online casinos and betting venues to integrate LasMeta games into their existing solutions. The betting solution complements the entire LasMeta NFT product ecosystem.

# Roadmap

## Phase 1

- Website Launch
- Smart Contract&Interaction Setup
- Announce Channels
- 5000 Community Members
- Seed Sale
- ICO Sale
- Marketing Push

## Phase2

- Team Expansion
- Influencer Marketing Push
- More Strategic Partners
- Launch on Pancakeswap
- Coinmarketcap&CoinGecko Listing

## Phase3

- KYC will be verified
- NFT Sample Pack Listing
- Mint for NFT's
- Contest, Giveaways&Airdrops
- Listing on CEX
- Game Demo v1.0

## Phase4

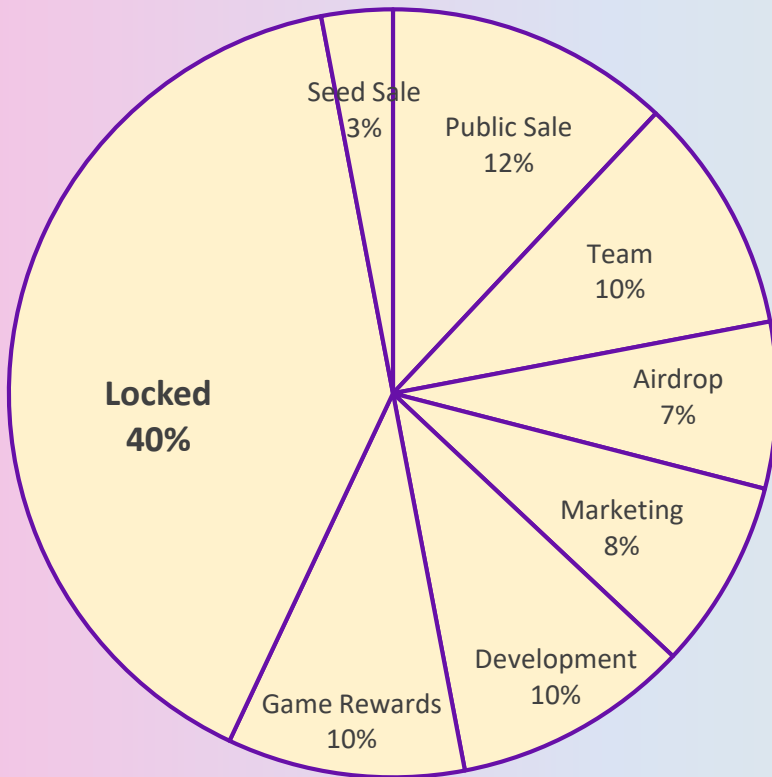
- Website Update
- Smart Contract Audit
- Platform Beta Launch
- Ads Service Integration
- Playing Solutions Integration
- Listing on CEX Top 10

## Phase5

- Full Platform Launch
- Staking
- Purchase with LASM on the platform
- Holders of LASM will receive L.E.C NFT's
- Mobile Apps for iOS&Android
- Launchpad
- 2.Gen NFT Drops

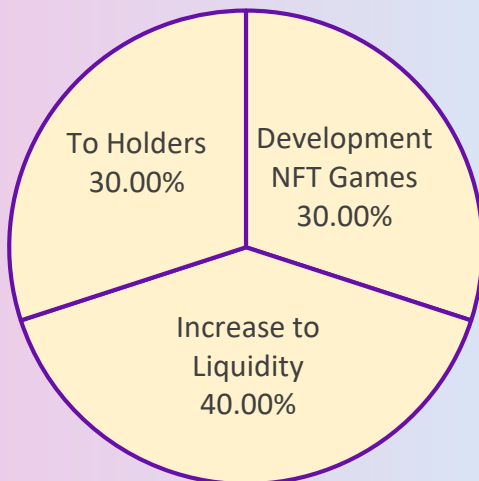
# TOKEN ECONOMY

## Token Allocation



Max Supply: 800.000.000  
Total Supply: 800.000.000  
Circulating Supply: 480.000.000

## Token Tax Functions



Total Tax : %10



## LasMeta Token (LASM)

LasMeta Token (LASM) is an ERC-721 compliant cryptographic token that can be traded on Binance Smart Chain just like Ether. It is both a LasMeta platform currency and an independent store of value for players and investors.

Using LASM for in-game transactions allows us to keep costs in transaction fees lower by keeping them to a minimum.

Checking LASM availability. To keep the token stable in value and always available for purchase.

External project contributors will receive LASM as a reward (payment). This will only increase their interest in tracking and contributing to the success of the project.

## LasMeta Token (LASM) Utility

LASM is a fuel value for the entire platform. While the LasMeta crowdfunding and marketplace will offer both LASM and classic payment options, all transactions will ultimately be handled using the LasMeta Token. All games, tournaments, wins and item swaps are done at LASM.

All in-game assets are represented in the chosen currency - FIAT or crypto. However, all transactions are made exclusively through LASM. This guarantees stable token volume and circulating supply.

Referral and Reward Systems use LASM. Wallet users, influencers, social media accounts, blogs or news organizations will receive referral awards at LASM.

# Player Earnings

One of **LasMeta**'s core user experience philosophies is to provide players diverse ways to easily and instantly earn LASM. All player earnings are paid out only in **LasMeta Gem (LASGEM)**. (*here. pg.17*)

Opportunities to earn LASM include:

- Trading NFT Poker Cards, BJ Cards
- Participating in games and tournaments
- Hosting tournaments in casinos
- Selling analysis and predictions
- Referral programs
- Reward programs
- Bug reporting
- Watching advertisements



## Token Holder Benefits

LASM holders will get early access to the asset drops that will be available for purchase prior to general release. LASM holders will also get early access to the platform and will be the first ones invited to test new features.

### **LASM Core token holder benefits:**

VIP early access to the platform

VIP early access to the NFT asset drops

First invitees to test new features



# BUSINESS MODEL

# Monetization

LasMeta can be monetized in various ways.

NFT asset sales - there will be regular drop events on the LasMeta platform where players can purchase assets such as rare NFT items and casinos.

In-game ads - we have allowed our casino owners to create paid ads on our platform to attract more tournament participants.

We charge a small fee for all transactions on the platform: NFT product sales, tournaments, games, deposits, etc.

# Growth Model

## User acquisition strategy

Every new LasMeta user increases successful funding for game developers. Therefore, it is vital to attract and maintain a large user base.

Our user acquisition strategy was created to drive users to the platform in a systematic and sustainable way. The following section will present the four pillars of our user acquisition path - Affiliate Programs, Influencer Marketing, Community Angels and Rewards Systems.

LasMeta also offers various user-oriented profit methods for its user base. Users can earn by owning a casino, advertising, hosting tournaments, buying and selling NFT items, participating in games and tournaments.

It is also important to maintain the existing user base, so the platform is planned to be expanded by adding new gaming opportunities and NFT assets.

## NFT Marketplaces

There is a huge potential in cooperation with various NFT marketplaces. That would help the platform gain exposure and increase the player base. The players could also list their NFT items on various marketplaces.

# Scaling

## **Creating new assets and expanding gameplay**

NFT assets such as poker cards and other NFT items would increase the LASM 's performance and popularity on the marketplace. That would open us an opportunity to create branded content for our partners or influencers.

New designed NFT items would be added regularly and would be sold exclusively via drops on the platform. New casinos and casino types would be introduced regularly. New games would be added.

## **Other projects with the same token**

The platform would also create an opportunity for us to scale the project and create similar games using the existing mechanism and the same token which would result in increased token value and volume.

# Further Expansion

## **Mobile app**

The mobile gaming market is expanding rapidly and it is expected to grow even more in the coming years.

The platform can be transformed into a mobile game and be placed on Google Play, App Store, or similar app marketplaces. This would help us to expand our user base, track user data, create effective player engagement campaigns, and open up new monetization opportunities around the globe.

## **Launchpad**

We will take the stage for initiatives that concern the entertainment industry.

This means that we will help them in the launch of entertainment industry initiatives and projects, and we will establish a stronger network. By pioneering and leading the entertainment industry with LasMeta Launchpad, we will be the boss in the Metaverse world!